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4-H CLUB AND YMW WORK IN MARKETING 1/

Background

At the land-grant college meeting in 1953, Administrator Ferguson pointed out the need for more attention to the field of marketing. In 1952 the consumer's dollar was divided into two almost equal parts -- about half going to the farmer and the other half going to marketing services. Between 1935 and 1952, the increase in agricultural production per man-hour had increased by 77 percent, whereas the increase in efficiency of domestic food handled per man-hour was only 20 percent, indicating an area where much could still be done to increase efficiency and cut costs of distribution. Even then the job is not done until the consumer knows how to buy and care for the products of agriculture and adapt them to the best nutrition of the family.

He continued by pointing out that extension work must give more emphasis to young people, starting with 4-H Club members, but recognizing that there are many special problems facing young folks as they begin farming under the economic conditions that exist at the present time.

Where are we now?

A preliminary step to charting a future course is analyzing our present situation. What then is being done in marketing that relates to 4-H Club work? What recent developments have taken place? From numerous conferences with marketing specialists and others, studies of reports, and other sources, we have gleaned some examples of work with youth in this area.

I. Some excerpts from reports of work done in 1953 prepared by members of the Division of Agricultural Economics Programs, Federal Extension Service, USDA.

- A. Developing and Conducting Educational Work in Marketing
Under Work Project No. 1525
Prepared by marketing economists of the Division

Purpose and Type of Work

Developing and conducting educational and demonstrational marketing programs with growers, handlers, and consumers is an Extension Service responsibility provided for under the Agricultural Marketing Act of 1946. These programs include educational and

1/ This statement was prepared by many people working together, including members of the Division of 4-H Club and YMW Programs, the Division of Agricultural Economics Programs, and others. The information contained was compiled by George Foster, Associate Leader, Division of 4-H Club and YMW Programs.

demonstrational work in connection with market supply and demand, pricing, market facilities, assembling, grading, packing, packaging, processing, handling, storing, transporting, wholesale and retail distribution, and consumer education.

Some examples: Regional Marketing Programs.

Assistance was given to State extension grain-marketing specialists in conducting 28 grain-grading and marketing schools with some 2,400 grain trade representatives attending. Special emphasis was placed on the need for improving grain sanitation and quality maintenance practices. Continued emphasis was placed on developing 4-H grain marketing programs in the States.

Regional Consumer Marketing Program in the Southeast.

This regional consumer information project was conducted in 13 Southern States. It was launched in 1951 with Wisconsin and Federal Extension Service cooperating. On July 1, 1953, North Carolina became the cooperating State with the Federal office.

During 1953 the specialist worked in 10 different States. While in these her work was primarily devoted to training home demonstration agents, food and nutrition leaders and 4-H leaders.

Work With National Farm Organizations, National Marketing Organizations, and Trade Groups.

Participation in the Poultry Fact Finding Conference and in meetings of the Dry Milk Institute, producer councils, and industry committees, work with trade journals and with farm magazine editors, all contribute to more effective educational work in marketing. (This year for the first time a Junior Poultry Fact Finding Conference was conducted for 4-H Club members and other interested young people from 20 States.)

- B. Extension Marketing Information For Consumers
Under Work Project No. 4525
Prepared by E. A. Johnson and Gale A. Ueland

Purpose and Type of Work

The consumer information program conducted by the Extension Service helps food shoppers get more food value and dollar value for their food dollars, adopt shopping practices which make for more efficient marketing of agricultural products, and understand food marketing. Food shoppers are supplied with current, pertinent, localized information on availability and price of food, selection, use, care, and marketing developments and in the food field.

Some examples: Salt Lake City and Ogden, Utah
(Mrs. Beatrice S. Tanielian and Mrs. Ruth Tibbetts)

Activities in Salt Lake City:-- Two marketing tours were planned. One was for the Y'ves Club of the YWCA to a wholesale produce market, and one for older 4-H Club girls from outlying counties to a supermarket, a poultry processing plant, and a bakery.

Activities in Ogden:-- The specialist has continued to work with a few 4-H Clubs in Ogden, but because of the lack of time and personnel, no expansion of that work has been possible.

1953 Objectives and Activities on Statewide Programs
(Dorothy Overbey - Alabama)

Leader-training meetings. Consumer education demonstrations were also given to 4-H Club groups in 23 counties. Three leaflets were printed during the year. One was on Your Meat Dollar, and two were for 4-H use -- Selecting Fresh Fruits and Selecting Fresh Vegetables.

New Mexico - Doris Urquhart

A training course for 4-H leaders was held to help them get more food marketing into their 4-H work. Because of the dairy situation and the fact that New Mexicans on the average are low consumers, much emphasis was given to dairy products in 4-H work.

Ohio -- S. C. Steiger -- Food information bulletin: A monthly bulletin was prepared for the use of the extension agents in their newspaper columns, club meetings, radio talks, or 4-H Club meetings. In addition, this bulletin was sent to PTA and AAUW groups for their use.

- C. Extension Marketing Information Programs
Under Work Project No. 4526 (Extension IMA)
Prepared by E. A. Johnson and R. S. Beck

Purpose and Type of Work

Marketing information programs help producers, handlers, and consumers understand the market for farm products. Many have found these programs helpful, but there is need to reach more people and to encourage adoption of more improved marketing practices.

Some examples: Summary of Progress -- In Montana, emphasis was on livestock marketing information in 1953. Four training programs were conducted to give extension workers a clear picture of developments in marketing. Many conferences with county agents and ranchers dealt with problems of marketing feeder cattle and lambs. Adventures in Marketing was prepared for use in giving 4-H members training in marketing.

D. Extension Work With Farmer Cooperatives, 1953
Summary of 1952 and 1953 State Extension Reports
Prepared by James L. Robinson

Some examples: Now, as for the past 35 years, extension workers are giving a great deal of attention to educational efforts related to farmer cooperatives. Cooperatives represent a major effort by farm people to increase their incomes and raise their level of living. These self-help organizations both in purpose and method are in full harmony with extension purposes and programs.

Cooperative education by extension goes beyond the operating association. Information is provided nonmember farmers, and some opportunity is provided 4-H and Young Men and Women's groups to learn about farmer cooperatives. Finally, county agents and other extension workers sometimes are called on to present information to urban civic groups concerning the cooperative method of doing business. More frequently as a member of the agricultural committee of such a club they are in a position to arrange for an informative program in this field.

Work With Youth. The Utah Cooperative Council, jointly with Extension, developed a youth program a few years ago. It sent eight 4-H and FFA boys to the American Institute at East Lansing in 1952, and four 4-H girls and four FFA boys to Columbia, Mo., in 1953. Later these and other youths participated in the meetings of their local cooperatives and in the annual meeting of the State council. Each member cooperative sponsored and chaperoned 3 to 6 young people to this State meeting. They brought a total of 150 young people from 14 counties in 1952, and from every county in the State in 1953. More than 30 States in comparable programs have emphasized youth work culminating in trips to the American Institute sessions.

Usually the 4-H activities with cooperatives are associated with training in marketing. Sometimes this program is fully integrated by relating the marketing work with members' production project. Michigan for a number of years has selected top dairy 4-H Club members on a county basis for a market trip to Detroit. Sponsored by the Detroit milk bargaining cooperative, the winners in the tests on information given on the tour have been given another educational trip to the National Dairy Congress.

South Carolina has conducted a 4-H sweetpotato marketing project for 7 years. Each year this has been climaxed by the shipment of a cooperative carload to some eastern market with a trip there and a study of its marketing for about ten 4-H members from 4 or 5 counties. Louisiana has carried on a very similar program with a trip to some middle western market.

Oklahoma also has conducted a rather extensive 4-H marketing project in cotton classing, wheat improvement, grain marketing, and far-to-market for meat animals. All these give members in production projects some education related to marketing, and the winners usually get trips to larger markets and opportunity to view cooperative services.

II. Some additional examples of marketing work in States. (Quoted from press releases, annual report, and other informational sources.)

A. Montana -- The extension marketing specialist, Bruce L. Brooks, has prepared an attractive 4-H Marketing Tour booklet. It is for the use of 4-H Club members or groups planning a tour of certain marketing establishments in Montana. It includes:

1. Necessary preparation for a tour.
2. Six suggested tours.
3. Things to see on different tours.
4. Suggested questions to ask while on these different tours.

B. Massachusetts -- The "Penny Pinchers" 4-H Club of Middleboro is specializing in consumer education. Their aim is to "Help future homemakers get the best for their money." The members are all teen-agers.

A report from this club lists 12 different types of marketing activities, including such things as visiting a large supermarket to study selection of fruits, vegetables, and other types of fresh foods; a tour through a wholesale house to study orders and packaging for shipping; attending an extension meeting on "Buy and alter to fit" a trip through Brockton Poultry Producers, Inc., for a study of eggs and poultry from farmer to housewife - ending with how to prepare types of chicken in their store.

C. Iowa -- According to information received, Iowa poultrymen have been noticing recently that although they produce more eggs than the poultrymen of any other State they don't yet lead the nation in net income from eggs. Students of the problem believe this is because Iowa eggs aren't reaching the highest quality market.

Iowa's 4-H Clubs went to work on this quality-market problem about a year ago with the help of the Sears-Roebuck Foundation and the Iowa State College Agricultural Extension Service. Extension poultrymen mapped out a program which has become known as the Iowa Laying Flock Project. Young people in nine counties are finishing their first year under this project this summer. This project aims to do more than show young people how to produce good individual chickens that will win prizes at fairs. It is to give them practice in a complete laying flock program for producing a large volume of eggs of high quality that can command top prices on the quality egg market. ... The flock may be his

own or it may be the home farm laying flock -- if the 4-H member has complete charge of the home flock ... The three top winners from each of these counties win a tour of outstanding poultry operations in the State. The all-State winner gets a college scholarship.

- D. North Dakota -- 4-H Dairy Marketing Program -- largely a demonstration effort. Leaders are trained who in turn help in training demonstrators who compete in county and State events. Some work is also reported in 4-H poultry marketing.
- E. New Jersey -- Consideration is being given to including 4-H Club members in marketing programs.
- F. Georgia and Arkansas are among the States participating in the NJVGA production and marketing program, which also reports some 4-H work in marketing of livestock and poultry.
- G. South Dakota reports a Livestock Market Day for Youth.
- H. Illinois and Ohio mention 4-H grain marketing activities.
- I. Pennsylvania -- H. F. McFeely reports marketing work with 4-H Clubs; interest good, and talks made to 4-H Clubs when specialists are in counties. Fifteen teams participated in judging work at Harrisburg.
- J. Oklahoma -- An article in the Farmer-Stockman reports: There are at least 10 boys in Tillman County who have a pretty good idea of what happens to cattle that have been fed through the winter. The boys recently finished an experiment in commercial beef production by following their animals through the sale lots and packing plants in Oklahoma City. Each of the boys had three steers. They were: Stanley Ripley, Max Givens, Charles Gause, Louis and Bob Edwards, Billy Hickerson, Jack Herring, Terry Schrick, C. A. Hartwig, and Meredith Roberts.

Accompanied on the trip by County Agent Laxton Malcom, the boys spent the morning in the yards watching the selling and picking up production tips from yard personnel. After the tour of the packing plant the boys were treated to a big steak dinner.

- K. Texas -- Noted in the Annual Report. Over 30,000 baby chicks were started for competition in the 1953 Chicken-of-Tomorrow program. Market quality was the primary objective in the production of these chicks and the 4-H boys who won the 1953 contest were those who exhibited 15 cockerels with the highest degree of market quality.

4-H Club members also participated in the Houston Fat Stock Show which judged on the basis of market quality. The State Fair of

Texas had both a junior turkey and broiler market show and over 100 4-H Club boys and girls competed in each.

- L. Miscellaneous marketing activities -- mentioned in reports or conferences.

4-H livestock sales, marketing tours, livestock loss prevention demonstrations, egg grading and packaging to demand premium prices, reporting marketing practices as part of the project report, ham, bacon and egg shows, and so forth.

This is a very sketchy report, perhaps, but it does give some picture of our present situation in 4-H Club and YMW program work in marketing. What then are the needs as we look into the future?

Needs

1. Youth need help in solving all their developmental or "growing up" tasks.
2. Some of these tasks relate to learning how to become capable, well-adjusted citizens.
3. An understanding of marketing and other off-the-farm forces is vital to adult success in farming and homemaking.
4. Efficient production depends upon an understanding of marketing requirements.
5. Youth need to understand processing, distribution, selling, and consumer demands.
6. Extension needs the help youth can render in teaching others -- adult and youth -- about proper handling, distributing, and purchasing of the agricultural commodities they produce.
7. Youth need realistic experiences in marketing. Inflated prices at auctions may have a harmful and misleading effect.
8. There is a need for those in extension youth work and specialists in marketing and related fields to work closely together in order to help meet these needs of young people and of agriculture generally.
9. Wherever there is an extension marketing responsibility, all concerned need to give careful consideration to ways young people may be affected or ways in which our youth programs may help to discharge this responsibility.
10. There is a need for adequate educational materials, such as bulletins and films, prepared for use with young people in marketing.

Challenges Ahead

There can be little doubt that major attention must be given to marketing by Extension workers. This will include educational work with:

Producers
Handlers
Consumers

As an integral part of Extension, youth programs must shoulder their part of this responsibility. "4-H Club work in the future must put no less emphasis on the development of a better understanding and appreciation of agriculture and home economics. However, the emphasis is shifting from the basic task of efficient production to include a greater appreciation of the off-the-farm forces affecting us; distribution, marketing, and consumer preferences."

What can be done? Let's take a look at some possibilities.

- A. An exploratory committee of State 4-H Club leaders, directors, and others at National 4-H Club Camp listed the following suggestions:

Younger Members:

1. Encourage more marketing through regular channels.
2. Teaching grades and standards. Presented in elementary form such as through judging, demonstrations, simple lectures, and visually.
3. Handling all products properly. (This would involve livestock as well as crops.)
4. Packaging.
5. Selling according to grade.

Older Members and YMW

1. Same as for the younger members or more emphasis.
2. Knowing consumer demand.
3. Studying ways of doing business; co-ops and the like.
4. Market tours.
5. Study of marketing costs.
6. Consumer education.
7. Use of market reports.
8. Agreements with parents on division of profits.
9. Keeping better records, as in DHIA and poultry accounts.
10. Following product through marketing procedures.
11. Commodity promotion.
12. Father-son and other types of agreements such as tenant agreements.

- B. The Extension Subcommittee on Work with Young Men and Women has stated with reference to marketing:

(Excerpt from Report of the Subcommittee on YMW, July 20-21, 1954.)
"Because of their stake in the future as well as their present flexibility, young people need information and understanding about the marketing and consumer processes and characteristics. Youth should be urged to study, visit, observe, and adopt new marketing practices. Tours and marketing demonstrations are excellently adapted to their needs and interests. Pilot demonstrations are often appropriate."

C. Farm Business Training -- J. L. Robinson in a report of accomplishments in this area in 1953 said: "Some authoritative information on what cooperatives are, and what their place in the competitive free enterprise system is, should be included in youth programs and general information going to nonmember farmers and the general public. To make this possible all professional agricultural workers should have enough basic training in cooperatives to enable them to serve as channels of reliable information on the nature of this form of business."

D. Additional areas of opportunity.

1. Provide information to help young people understand what marketing is through discussions, tours, and other means.
2. Give training to young people regarding production areas of the country and comparative advantages of each.
3. Greatly expand our efforts in consumer education as we do more in the field of urban work.
4. Develop programs in cooperation with meat-packing plants, terminal markets, and other food processing and distributing organizations that would enable 4-H Club members to learn first-hand the way in which agricultural products are handled between producers and consumers.
5. The area of commodity promotion and consumer education is "a natural."
6. Relate marketing activities to the "learning by doing" experiences of members.
7. Emphasize in a practical way more strongly than at present the potential marketing aspects of current projects.
8. Strengthen the present marketing activities and programs.
9. Include more marketing program aspects in leader training.
10. Increase the marketing emphasis in 4-H literature.
11. With due caution, increase the members' recognition of the 4-H marketing programs.
12. Develop more adequately the relationship of juniors to adult marketing groups.
13. In developing new projects or revamping established ones give greater emphasis to marketing disposition.
14. Involve marketing specialists to a greater extent in 4-H programs.
15. Provide for growth of project, moving into marketing, with age and experience of members.
16. Vocational counseling to guide young people into occupations in the marketing trade and related fields.
17. Increase the number of RMA projects relating to youth programs.

Some additional ideas related to YMW

1. Involve as many as possible in adult marketing programs.
2. Include subject matter, discussion, talks, and tours on marketing and the distributive industries in YMW study of vocational opportunities.

3. Conduct educational tours to observe farm market operations.
4. Use YMW members to help organize and conduct 4-H Club sales of various kinds.
5. Conduct special study groups on demonstrations in grading, packaging, and other marketing practices for YMW.
6. Study consumer habits and organize discussion programs built on marketing problems.
7. Study cooperatives and help in their operations or activities.
8. Use YMW members as demonstrators for good marketing practices in community.
9. Classes in consumer education.

E. How one agent sees it: As a part of his work in a course at the Arkansas Regional Extension Summer School in 1953, a county extension agent from Louisiana, Orin F. Foster, prepared a paper on this subject. Although this was done primarily with one county in mind, it may have some implications for others:

Plan for 4-H Contribution to Marketing

The Problem:

To develop some suggestions as to the contribution 4-H can make in the marketing phase of the new extension emphasis.

Situation

Surpluses do exist in some commodities and may continue to exist under present policy even though population is increasing and percentage of farmers is decreasing. The possible increase in farm production points up the need for either developing further market outlets or adjusting production to changes in market demand.

In recognition of this need the Congress has appropriated several million dollars to be used by the Cooperative Extension Service. There are three phases of the "new look" program: (1) Farm and home development, (2) marketing and, (3) public affairs. This paper concerns the specific area of marketing as it relates to the youth phase of Extension Service.

Reasons for Concern or Interest

- A. Shifting of emphasis from the basic task of efficient production to include distribution, marketing, and consumer preferences: Balance marketing training with production training.
- B. 4-H is concerned in the marketing phase of the new look just as other divisions of Extension are.

Possible Solution to the Problem

- A. 4-H could be one of the most effective means of introducing improved marketing practices on the farm and in the home.

- B. It is also an effective means of developing marketing concept.
- C. Any, some, or all of these could have a place in 4-H marketing work.

Methods:

1. Teach grades and standards (visually, through demonstrations and judging).
2. Packaging.
3. Studying ways of doing business -- co-op., for example.
4. Market tours.
5. Study of marketing costs.
6. Use of market reports.
7. Keeping better records, as in D.H.L. and poultry accounts.
8. Commodity promotion.

Goals:

1. Handling (livestock and crops) so they reach market in best condition.
2. Encourage more marketing through regular channels.
3. Selling according to grade.
4. Knowing consumer demand (a. quantity, b. quality).
5. Consumer education.
6. Agreements with parent on division of profits.
7. Following product through marketing procedure.
8. Project contests including marketing phase.

Plan of Action - Summary

1. Combination of the best possible solutions that fit the local needs and wants of the 4-H'ers. We must confine our efforts to the educational phases of marketing and guard against the urge to render direct services in the operation and management of marketing facilities. Certainly we must stress production of a high quality product that meets consumer demand. At the same time we must keep in mind that the end product is the boy or girl and not the field crop, animal, vegetable, or fruit.

To accomplish this seemingly nebulous task we must tie to concrete methods or put "wheels" under the program. Certainly this is not as complicated or complex a problem as world understanding, which is the IFYE program made a reality for many of our own boys and girls as well as those from other countries. The IFYE delegates in turn should share their experiences with countless others until the basic idea of world understanding has mushroomed.

A good plan of action to vitalize 4-H work on marketing should include the following areas:

1. To recognize consumer demand.
2. Teach grades and standards in relation to consumer demands.
3. Conduct market tours to teach consumer preference, quality, grade, and profit margin.
4. Devote time to consumer education.

5. Keep better costs and expense, profit and loss records of farm business.
6. Commodity promotion to increase consumption.
7. Follow product through marketing procedure to determine consumer likes and dislikes and means of improving delivery to best satisfy consumer preference.

An effective contribution of 4-H to the marketing phase of the new extension emphasis could be made by these methods, in the opinion of the author.

Plan of Evaluation:

- A. Are results being obtained through the discussion method of teaching marketing to 4-H'ers?
- B. Are we slanting our program so as to deal primarily with people, rather than things?
- C. Are we encouraging 4-H'ers to change and improve marketing methods and practices by means of education and information, rather than by force?
- D. Are the improved practices being taught, catching on and spreading not only through 4-H groups but also adult organizations?

IN SUMMARY

Marketing education must have a prominent place in future extension programs with young people. Its importance is indisputable. The specific ways in which it will be implemented have not been fully determined. Some increased emphasis will result from the funds already made available. However, much greater attention will be given to this important facet of extension as additional funds are made available for this work. As these programs are developed all extension workers must give careful consideration to ways in which they may help to discharge this important responsibility.

In developing and expanding our work with young people we must remember that our goal is the development of people. Our thinking must be in terms of how we can help them as well as ways in which they can help, whether they are urban or rural. And they most certainly have many contributions to make to marketing both today and tomorrow.

Perhaps the best summary is the statement made by the Exploratory Committee quoted earlier in this report:

"The objective of 4-H Club work as a part of the Extension Service is personal and social growth for better living. The new emphasis on farm and home development, marketing, and public affairs points up some of the current needs in a program for better farm family living."

In initiating a program in the three phases listed above, the committee listed the following:

- "1. Farm and home development, marketing, and public affairs must be of concern to all divisions of the Extension Service.
2. 4-H Club work has been an effective means of introducing improved practices on the farm and in the home.
3. Starting with youth will be an effective way to develop the concepts in these three fields."

11/30/54



